

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

LAB-04 SIL-01 OMB-01 /064 W

-----071141Z 098437 /20

R 070833Z APR 77

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 3099

INFO USDOC WASHDC

UNCLAS SEOUL 2799

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: COUNTRY COMMERCIAL PROGRAM - KOREA SECOND QUARTER

FY 77

REF: CCP FOR KOREA, FY 77

(1) ALL CCP CAMPAIGN TARGETS FOR KOREA WERE MET DURING THE SECOND QUARTER OF FY 77 WITH THE FOLLOWING EXCEPTIONS: CAMPAIGN NUMBER ONE - ELECTRONIC COMPONENTS; PRODUCTION AND TEST EQUIPMENT -- INDUSTRIAL OUTLOOK REPORT BEING TYPED AND WILL BE SUBMITTED LASAP. FIELD TRIPS TO GUMI INDUSTRIAL ESTATE AND PUSAN INCLUDED VISITS TO 19 KOREAN INDUSTRIES.

CAMPAIGN NUMBER TWO - METALWORKING AND FINISHING MACHINERY -- FINALIZED DATA CONCERNING KOREA'S MACHINERY INDUSTRY HAS NOW BECOME AVAILABLE AND SECTORAL ANALYSIS UPDATE IS BEING PREPARED. FINAL REPORT WILL BE COMPLETE MID THIRD QUARTER.

CAMPAIGN NUMBER THREE - PROCESS CONTROL INSTRUMENTATION -- NO EXCEPTIONS.

CAMPAIGN NUMBER FOUR - COMPUTERS, BUSINESS SYSTEMS AND EQUIPMENT -- NO EXCEPTIONS.

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CAMPAIGN NUMBER FIVE - ENERGY SYSTEMS - FIVE NEW MAJOR PROJECTS REPORTS WERE SUBMITTED WITH TOTAL U.S. EXPORT POTENTIAL OF \$630 MILLION.

2. NON CAMPAIGN ACTIVITIES DURING SECOND QUARTER FY 1977. FOUR U.S. FIRMS PARTICIPATED IN THE EMBASSY REPFIND

SERVICE WHICH INCLUDED THREE NEW TO MARKET FIRMS AND RESULTED IN 31 SALES LEADS.

3. DURING THE SECOND QUARTER FY-77

THERE WERE 12 TRADE CENTER PROMOTIONS WHICH INCLUDED SIX NEW TO EXPORT FIRMS. IN THE ASIA SCIENCE INSTRUMENT EXHIBITION 25 U.S. FIRMS WERE REPRESENTED AND THE OFF-SITE AMERICAN LEATHER EXHIBITION HAD 30 U.S. FIRMS PARTICIPATING. THE TANNERS COUNCIL/USDA LEATHER EXHIBITION RECORDED 1564 VISITORS, 365 SALES LEADS, \$250,200 IN IMMEDIATE SALES AND \$18,660,000 IN 12 MONTHS PROJECTED SALES. THE 12 TRADE CENTER SHOWS' 41 PARTICIPANTS REPRESENTED 91 FIRMS AND 4978 VISITORS ATTENDED THESE 12 EVENTS. FOR THE QUARTER OVER 1,000 SALES LEADS \$545,250 IN IMMEDIATE SALES AND \$29,525,000 IN 12-MONTH PROJECTED SALES WERE RECORDED.

4. NINE NEW MAJOR PROJECT EARLY WARNING REPORTS AND SIX UPDATE REPORTS WERE SUBMITTED DURING THE QUARTER. THE NEW REPORTS INCLUDED:

YOSU PETROCHEMICAL COMPLEX - BXP (BUTADIENE EXTRACTION PLANT), \$29 MILLION.

ULSAN POWER PLANT 3 X 300 MW, \$189 MILLION.

SAMCHONPO THERMAL POWER PLANT CONSTRUCTION, \$222 MILLION.

COMBINED CYCLE POWER PLANT FOR ULSAN AND BUPYONG, \$80 MILLION.

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COAL-OIL FIRED THERMAL POWER PLANT CONSTRUCTION, \$110 MILLION.

VOCATIONAL TRAINING INSTITUTES \$15 MILLION.

FLOOD FORECASTING SYSTEM FOR ANDONG DAM, \$1 MILLION.

KOREA NATIONAL RAILROAD - 6TH IBRD LOAN, \$80 MILLION.

NEW CAPITAL CITY, NO COST DETERMINED.

5. TWO NEW MARKET BRIEFS WERE COMPLETED DURING THE QUARTER, THE CHEMICAL/PETROCHEMICAL PRODUCTION EQUIPMENT (SEOUL A-19) AND COMMUNICATIONS EQUIPMENT (SEOUL A-30). BOTH STUDIES AROUSED INTEREST OF KOREAN BUSINESSMEN IN THE PLANNED USDOC EXPORT PROMOTIONS SCHEDULED FOR SEOUL.

6. RECENT EFFORTS TO ENCOURAGE TRADE LIBERALIZATION

HAVE REPORTEDLY ENCOURAGED ROKG TO CONSIDER REVIEWING  
EXISTING NON TARIFF BARRIERS.  
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